

A Multi-Layered Approach to Support Sustainable & Healthy Journeys in the Retail Environment

Managing Consumer Flows to Ensure Social Distancing

Maintaining a healthy, safe and sustainable environment now is more complex than ever before. It will take a multi-layered approach that will continue to evolve based on social restrictions to make your staff and guests safe while providing sustainable operations and business growth.

Create a plan. It can feel overwhelming, but this is important. Customers are returning to the brands they trust. While your plan may change and continue to evolve over time, this will keep everyone aligned and result in having a profound impact on retail operations and your customers confidence.

To do this, you need to consider a matrix of factors:

Operations, Customers and Technology combined with **Hygiene, Social Distancing and Communication** interconnected via processes to provide a continuous feedback loop.

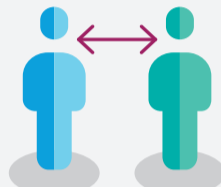


Operations



HYGIENE

Discover new and enhanced processes for disinfecting your restaurant. Consider what are the high-touch areas for both staff and consumers. What extra steps can be added to operational best practices to ensure a safe, clean, and distanced environment? Protecting your staff and operations is critical to providing a satisfying experience for your customers.



SOCIAL DISTANCING

How can you rethink staff journeys to limit social distancing? Where in your operations can you install and limit social distancing precautions to ensure safety? Based on your region's medical guidance, provide masks for employees that cannot maintain proper distance, rethink methods of spacing and processes to support increased distancing.



COMMUNICATION

Does your staff understand your new journeys and the processes you're building to operate in a safe, sustainable, and healthy way? Front-line workers need extra communication to make sure they're aware of new processes and know what you're implementing to make them safe when serving your customers. Constant and consistent communication is key.

Customers



HYGIENE

A satisfying experience can only be achieved when the guest feels safe and the most protective measures are being taken. The steps you take need to be constant, visible and reinforced.



SOCIAL DISTANCING

Efficient new journeys to encourage a customer's social distancing is key to making everyone feel safe. A customer will easily adopt new methods for interacting with you if you can accomplish this well and gives them the satisfying reward of your service and product.



COMMUNICATION

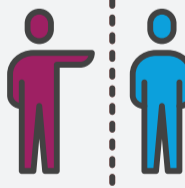
New journeys and processes can be confusing. Provide an abundance of communication markers that are visible and clearly describe the new journey and processes that have been added to increase their safety.

Technology



HYGIENE

Contemplate adding technology to improve the customer journey. What new technology can increase hygiene in your environment? Hand sanitizer stations. Antimicrobial solutions and alcohol-based cleaners can be used as a protectant and disinfectant. Installing safety barriers between customers and crew at the self-checkout, kiosks and POS add an additional safety precaution for customers and also your staff.



SOCIAL DISTANCING

Consider a people counting solution that is simple, non-intrusive and quick to implement. Limit the number of customers in your restaurant. It counts and registers each customer as they enter and leave the restaurant. Improve order communication so customers can easily see when their order is ready, so they do not approach the counter unnecessarily. New ordering processes can help to limit staff/customer interaction without limiting the customer's experience.



COMMUNICATION

Communication, communication, communication — this is not a typical consumer behavior trend change. This is forced behavior change. Extra communication on what you want the customer to do and what you are doing for the customer is one of the most critical steps you need to consistently and continually take.

During this time, creating a sustainable and healthy customer journey is most important for your customers. Diebold Nixdorf is ready to assist you with flexible solutions to support your brand and make sure your business is one your customers continue to visit and trust.

Reach Out to Us Today for a Sustainable (and Healthy) Journey!